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U. S. Department of Agriculture

LB 13 1935

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Chrysanthemums



SMITH'S SUPERLATIVE

1935

Askenback Brothers, Inc.

VAN HOUTEN AVENUE

CLIFTON • NEW JERSEY

Phone, PAssaic 3-0420

JN presenting this list of Chrysanthemums, we wish to draw attention to the fact that we do not attempt an over-lengthy list. Of the over 700 varieties now on the market, we have selected some 150 varieties, covering every type and season, those which are the most extensively grown, and consequently considered among the best by the majority of growers. The majority of retail growers grow about 75 varieties, which is ample for most needs.

We have included a few higher priced novelties, whose merits we think justify their listing. As new and superior varieties appear, the less profitable ones are dropped from our list.

By this policy we can concentrate on up-to-date varieties that are in demand, and serve both retail growers and market growers better.

RATES:

We sell 25 of a kind at 100 rates, 250 of a kind at 1000 rate.

Whenever a total of 1000 cuttings are ordered, 25 of a kind will be charged for at 1000 rate only, so you may order 25 of each of 40 varieties for \$25.00.

DISCOUNTS:

To compensate for Cash With Orders we allow 10% discount.

Special discounts on large orders. Net 30 days on established accounts.

TERMS:

We ask for Cash With Orders from unknown parties, or references to establish credit. If goods are wanted C.O.D. please enclose 25% of the amount of the order.

ORDERS

accepted subject to availability of stock. Please order early. This will assure delivery on the date that you want it. Late orders will be filled in strict rotation.

You will find our stock healthy, clean and well-rooted and as good as can be grown. If they are not up to your expectation or unsatisfactory in any way, they may be returned. However, if you find that they are injured due to frost or delay in transit, file complaint with the forwarding agency and advise us.



SILVER MEDALS AWARDED FOR SHADED CHRYSANTHEMUMS

On Shading 'Mums

THE practice of inducing earlier flowering of Mums by artificial shortening of the day length, is now well established. The use of this method is increasing each season. Large quantities are grown for the market, by a number of growers, and the question has been raised, whether this practice is not already being overdone.

It is our opinion that, until all Chrysanthemums sold on the eastern markets, are grown locally, there is still room for more. In the case of large Mums, the supply from the west coast has practically ceased, mostly due to the supply of locally shaded blooms. By filling the demand for Singles and Pompons with shaded stock, our local growers will also get this business.

However, to produce stock at a profit at present market prices, you cannot afford the costly mistakes so easily made, in the culture and selection of varieties for shading. Cornell University will furnish literature with excellent instructions on shading Mums, and should you care for a growers' practical experiences, our own records are at your service. As one of the first growers to shade Mums in large scale both under glass and in cloth houses, we have during three years, recorded some information on varieties and shading dates, that might be helpful to you.

We are listing below a few varieties that we can depend upon for good results.

MRS. H. E. KIDDER	SILVER SHEEN	JEWELL	BOKHARA
SUNGLOW	CAMILLA	PINK DOT	NUBIAN
CELESTRA	CHAS. W. JOHNSON	BUCKINGHAM	NEW YORK
CITRONELLA	DETROIT NEWS	ERMALINDA	MARY LENNON HALL
FRIENDLY RIVAL	HILDA BERGEN	IRENE	YELLOW FELLOW
OLD ROSE	SNOW CLOUD	RODELL	

The date of planting should be advanced as many weeks as you intend to advance the flowering date. From six to nine weeks, from the time shading is started is required to develop flowers. This variation is due to differences in varieties and is also dependant on the date of starting treatment.

We will be glad to give you detailed information on when to start shading, if you will state when you want them to bloom.

Large-flowered Yellow

ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted

GOLD LODGE. This variety may be had in bloom by Oct. 1st by planting early in June. An easy grower and valuable for its earliness.

Short, select bud Aug. 25, matures Oct. 1.

CELESTRA. A good variety to follow Gold Lode, has medium sized, round flowers of golden yellow and good stem and foliage.

Medium, terminal bud, matures Oct. 10.

GOLDEN OCTOBER. Another good yellow, flowering at the same time as Celestra with rich, golden yellow flowers. Its value as an early yellow for shading has been somewhat exaggerated we think.

Short, terminal bud, matures Oct. 10.

MRS. H. E. KIDDER. A popular, bright yellow with flowers 7 inches in diameter, borne on very stiff, upright stems. After three years trials, we recommend this variety as the best yellow for shading as well as in its normal season.

Medium, bud Aug. 25, matures Oct. 25.

SUNGLOW. This variety is still considered one of the best yellows, being of Bonnaffon type with bright yellow flowers 8 inches across.

Medium, bud Aug. 15, matures Oct. 20.

SMITH'S SUPERLATIVE. A remarkably intense yellow, brighter than Friendly Rival, globular, reflexed in form and 6½ inches in diameter. Has an exceptionally stiff stem with dark, lustrous foliage. Should be popular when better known.

Medium, bud Aug. 25, matures Oct. 25.

COLUMBUS DISPATCH. This 1933 introduction is a large, incurved, deep yellow. Flowers 8 inches in diameter are carried on a strong, upright stem. Price, \$6.00 per 100, \$50.00 per 1000.

Medium, bud Sept. 1, matures Nov. 15.

CITRONELLA. This variety is still grown for its unusual color, lemon yellow. It gives solid, well-formed flowers which are excellent for shipping. Also good for shading.

Short, bud Aug. 31, matures Oct. 25.

FRIENDLY RIVAL. This well-known variety is considered the finest yellow ever produced, considering its size, color, stem and foliage. It is the brightest yellow in its season.

Medium, bud Sept. 10, matures Thanksgiving.

MARIE DE PETRIS. Large, incurved yellow flowers, exceptionally heavy stem and perfect in every respect.

Short, bud Sept. 15, matures Nov. 15.

YELLOW MONUMENT. A light yellow sport of Monument with all the good qualities of its parent.

Medium, bud Sept. 10, matures Nov. 5-15.

R. M. CALKINS. A very bright, incurved yellow with flowers 7 inches in diameter.

Medium, bud Sept. 20, matures Nov. 25-30.

MRS. NELLIE T. ROSS. An incurved light yellow, flowering Nov. 30 into December. Produces blooms 7 inches in diameter and is a wonderful keeper.

Tall, bud early Oct., matures Nov. 30.

GOLDEN PEARSON. A clear yellow sport from Gladys Pearson. Retaining the characteristics of its parent, it makes a good Thanksgiving variety.

Medium, bud Sept. 30, matures Thanksgiving.

LARGE-FLOWERED YELLOW—*Continued*

GOLDEN MRS. ROSS. This sport is identical in every respect with its parent, N. T. Ross, except color, which is a much darker yellow, approaching the color of Friendly Rival. Price, \$6.00 per 100, \$50.00 per 1000. *Tall*, bud early Oct., matures Nov. 30.

WHITTIER. Although an old variety, this is still extensively grown for the Thanksgiving market. Of good color and a fine shipper, it makes a popular market variety and can be grown several to a plant.

Medium, bud Sept. 15, matures Thanksgiving.

MRS. FRANKLIN D. ROOSEVELT. Introduced in 1934, this variety is unsurpassed in all commercial qualities, when properly grown. Color, form and keeping qualities are superb, but careful growing is required to overcome a tendency toward weakness in the stem. Of vigorous growth, but for best results should not be planted too late. Size 8 inches. Price, \$8.00 per 100. *Tall*, bud Sept. 10, matures Nov. 15.

GOLDEN MISTLETOE. A light yellow sport of Mistletoe and valuable to the commercial grower for its lateness.

Medium, bud Sept. 30, matures Dec.

Large-flowered Bronze

ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted

INDIANOLA. An early bronze incurved, 7 inches in diameter. Color a combination of gold and bronze. Valuable for its earliness.

Medium, bud Aug. 25, matures Oct. 8.

HILDA BERGEN. We do not know of any other variety producing a higher percentage of perfect flowers. The color is a rich mahogany. Flowers rather small, but borne on stiff stems. Comes very good under shade.

Short, bud Sept. 10, matures Oct. 25.

GOLDEN BRONZE. A good variety to follow Indianola. May be planted late in June and still have good stems. *Tall*, terminal bud, matures Oct. 25.

DETROIT NEWS. This is considered the best bronze in its season, late October, and is grown extensively. The stiff-petaled blooms 6 inches in diameter and last longer than most varieties. This variety can also be highly recommended for growing under shade.

Medium, bud Aug. 30, matures Oct. 25.

GLADYS PEARSON. A good color for Thanksgiving. The upper surface of petals is apricot and the reverse buff which gives an orange effect under artificial light. Strong grower, flowers 8 inches in diameter.

Medium, bud Sept. 30, matures Thanksgiving.

OAKLEAF. A sport of Gladys Pearson, and equally popular. Color deep bronze, growth same as Pearson.

Medium, bud Sept. 30, matures Thanksgiving.

BRONZE MISTLETOE. As a sport from Pink Mistletoe, this variety is identical in every respect except color. Being the latest variety in its color it fills a demand for late flowers.

Medium, bud Sept. 30, matures Dec.

Large-flowered Red

- ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted
- GOVERNOR GREEN. A very large crimson with the reverse of petals old gold. Heavy stem and luxurios foliage with flowers 8 inches in diameter. *Short*, bud Aug. 15, matures Oct. 15.
- GARNET KING. Considered the finest red yet produced, of garnet color enhanced by a silken sheen. Form reflexed. *Short*, bud Sept. 20, matures Nov. 20-30.
- GRACE STURGIS. An exhibition type coming into favor as a market variety. During the past three years it has brought higher prices than any other variety in the New York market. The flowers are wine red, bordering on amaranth, with silvery reverse. Tall grower but should be planted early for full flower. Price, \$6.00 per 100, \$50.00 per 1000. *Tall*, bud Aug. 25, matures Nov. 1.

Large-flowered Pink

- ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted
- LUSTRE. This variety is grown extensively as the earliest large pink. Good form and a fine lavender pink color. *Short*, bud Aug. 25, matures Oct. 8.
- PINK CHIEF. A very good early pink, deeper than Justrite in color and recommended to follow Lustre. *Tall*, terminal bud, matures Oct. 15.
- JUSTRITE. One of the most popular of the early pinks. Globular flower of good size on strong stem. May be grown several blooms to a plant with good results. *Short*, terminal bud, matures Oct. 18.
- OCTOBER ROSE. A clear lavender pink of good size and vigorous growth, this variety has become a favorite for late October. *Medium*, terminal bud, matures Oct. 20.
- OLD ROSE. A very good shade of deep pink. This is about the only pink that comes good when grown under shade. *Medium*, terminal bud, matures early Nov.
- J. W. PRINCE. Of a brighter shade of pink than Chieftain, this variety bears flowers up to 7 inches in diameter. *Short*, bud Aug. 30, matures Nov. 1.
- DR. ENGUEHARD. A bright rose pink which comes double from either bud. Flowers 6 inches in diameter. *Medium*, bud Sept. 5, matures Nov. 10.
- HELEN FRICK. An old-timer of a most pleasing shade of pink. This variety is again coming in favor and is considered the best for Thanksgiving by many growers. *Medium*, terminal bud, matures Nov. 25.
- DISTINCTION. Another good medium-sized, commercial pink which when well grown has been well received. *Medium*, terminal bud, Thanksgiving.
- PINK MISTLETOE. This member of the Mistletoe family is our latest flowering pink. It may be had for Christmas by late planting. *Medium*, bud Oct. 1, matures Dec.

Large-flowered White

ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted

EARLY FROST. This September flowering variety is still popular with growers who do not practice shading. For shading, the later varieties are superior.

Short, crown bud, matures Sept. 12.

SILVER SHEEN. Pure white incurved. Has wonderful keeping qualities. We find this variety one of the best for shading.

Medium, bud Aug. 30, matures Oct. 20.

AMBASSADOR. A very large incurved white. Well formed flowers and considered one of the best large white in its season.

Medium, terminal bud, matures Oct. 18.

CAMILLA. Well-rounded, incurved white flowers 6 inches in diameter and 4 inches deep. A fast grower with strong stem.

Tall, bud Aug. 25, matures Oct. 18.

SNOW WHITE. A large, pure white of incurved form, 8 inches in diameter. Sturdy stem and foliage.

Medium, terminal bud, matures Nov. 1.

BETSY ROSS. This well-known variety is a favorite with many growers. It has a large flower of perfect, incurved form and excellent stem and foliage.

Tall, bud Aug. 25, matures Nov. 5.

CHAS. W. JOHNSON. Being similar to Betsy Ross, this later introduction is considered a distinct improvement. While the flowers are perhaps a trifle smaller, there are no imperfect flowers.

Medium, bud Sept. 10, matures Nov. 5.

MONUMENT. A large, pure white of incurved form, producing blooms 7 inches in diameter. One of the best in its season.

Medium, bud Sept. 10, matures Nov. 15.

MEFO. A beautiful, creamy white with artistically incurved petals, good stem and foliage.

Medium, bud Sept. 15, matures Nov. 20.

TOM BROWNE. A wonderful pure white flower up to 8½ inches in diameter and a heavy stem are the distinguishing characteristics of this popular variety.

Medium, terminal bud, matures Dec. 1.

CHATTANOOGA. A large, pure white which may be grown to 8 inches across.

Medium, terminal bud, matures Dec. 1.

DECEMBER GLORY. Forming perfect globes of purest white 6 inches in diameter, this variety is always in demand.

Medium, bud Oct. 1, matures Dec. 1.

WHITE MISTLETOE IMPROVED. This sport of Mistletoe has eliminated the objectionable pink tint of its parent. Being the latest flowering white, it is valuable for this reason.

Medium, bud Oct. 1, matures Dec.

Pompon Varieties

Yellow

- ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted
- RODELL. An early yellow Pompon of strong, upright growth. May be used for very early shading, also useful for pots.
Short, button type, matures Oct. 20.
- CORA PECK BUHL. This variety is very popular because of its intense shade yellow. Resembles Golden Climax in habit of growth.
Tall, large Pompon, matures Oct. 25.
- YELLOW FELLOW. One of the best yellows for mid-November. A clear yellow color and a good producer.
Medium, large Pompon, matures Nov. 15
- MARY LENNON HALL. A recent introduction which we find very similar to Vera Victoria. An excellent grower with large flowers of a rich clear yellow. We use this extensively for shading.
Tall, large Pompon, matures Nov. 1.
- GOLDEN SCEPTRE. A perfectly shaped bright yellow Pompon for late November, producing heavily. *Tall*, large Button, matures Nov. 25.
- GOLD COIN. A popular, large-flowering variety. Very bright yellow and exceedingly productive. *Medium*, large, matures Dec. 1.
- NORINE. A good variety for Thanksgiving. Produces large sprays on strong stems. *Medium*, Button type, Nov. 20-25.
- CHRISTMAS GOLD. A late flowering variety similar to Norine, having a bright yellow color. Very productive.
Medium, Button, matures Dec. 1.

White

- ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted
- IRENE. A true Pompon type, pure white with wiry, upright stems. Good for shading. *Short*, Button, matures Oct. 15.
- SNOW CLOUD. An early white that makes fine sprays of well-rounded blooms. May be planted closer than most varieties because of small foliage. Very good for shading.
Medium, large Pompon, matures Oct. 15.
- WHITE DOTY. A pure white sport of Lillian Doty with beautifully formed flowers on rigid stems. *Medium*, large Pompon, Nov. 1.
- CHICAGO PEARL. This exceedingly popular variety is excellent in every respect. Large sprays of well spaced flowers, well formed and pure white.
Medium, large Pompon, Nov. 15.

WHITE POMPON VARIETIES—*Continued*

ROYAL QUEEN. A fine white for Thanksgiving. Has strong stem and ample foliage with flowers of true Pompon form $2\frac{1}{2}$ inches in diameter. Price, \$6.00 per 100, \$50.00 per 1000. *Medium*, large, Thanksgiving.

CORDOVA. Another large, very free flowering white Pompon coming in bloom just right for Thanksgiving. *Medium*, large, Thanksgiving.

SILVER STAR. A very desirable white variety for those who want very late flowers. *Medium*, large Pompon, Dec. 15.

Pink

ROOTED CUTTINGS; \$3.00 per 100, \$25.00 per 1000, except where noted

JEWELL. A very good early Pompon of large Button type. Well-formed flowers of bright pink. One of the very best for both indoors and outside planting, as well as for shading. *Short*, large Button, Oct. 1-15.

IRIDESCENT. The color of this early Pompon is an attractive combination of pink and yellow. A good grower coming fine inside but is even more beautiful when grown outdoors. *Medium*, large Pompon, Oct. 1-15.

DOTSON. A short growing Pompon of Button type that comes good under shade. Color, old rose. *Short*, Button, Oct. 20.

ERMALINDA. Color, old rose with a silvery sheen which is enhanced under artificial light. Fine form and very double. Good for late shading.

Medium, large Pompon, Oct. 25.

PINK DOT. White with dark pink center. A good grower with strong sprays of perfectly formed flowers, it is one of the best sellers on the market. Very fine for late shading. *Tall*, large Pompon, Oct. 25.

SARDA. A deep pink sport from Pink Dot, with all the good qualities of its parent. Price, \$6.00 per 100, \$50.00 per 1000.

Tall, large Pompon, Oct. 25.

ROSE CHARM. A good rose pink large Pompon for early November. Fine for disbudding. *Medium*, large Pompon, Nov. 1.

USONA. A bright pink Pompon, maturing just in time for Thanksgiving. Very productive with strong, upright growth.

Medium, large Pompon, Thanksgiving.

ROSELEA. A late flowering pink with the edges of petals bright pink and the center cream color. The well-spaced flowers are very attractive.

Tall, large Pompon, matures Dec.

PAGOSA. The latest flowering pink. Similar to Usona but darker pink. Flowers $2\frac{1}{2}$ inches in diameter. *Medium*, large Pompon, Dec. 5.

POMPON VARIETIES—*Continued***Bronze and Red**

ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted

EARLY BRONZE. This is a hardy garden variety but listed here because of its value as a cut flower and pot plant. It is one of the most useful and profitable varieties that we know. Grown outdoors, it will flower Sept. 15. The flowers are solid and of true Pompon type. The color, a glowing bronze with lighter shadings on the edges of the petals. Although of short habit, it makes fine sprays for cutting and is excellent for pots. Having a good root system, plants grown in the field can easily be lifted in the Fall and potted while in full bloom. Very prolific and extraordinarily hardy.

Short, Button type, Sept.

BOKHARA. Color, a lovely combination of various Autumn shades. A good, strong grower, productive and is especially good for late shading.

Medium height, large Pompon, Oct. 25.

NUBIAN. A bronzy red of fine quality and good growing habit. Also fine for shading.

Tall, large Pompon, matures Oct. 15-20.

FLAME. A bright flaming bronze for early November.

Tall, large, matures Nov. 1.

NEW YORK. Owing to its unique color, golden bronze, and nicely incurved form, this variety is still very popular. *Medium, large Button, Nov. 5-15.*

NOVEMBER BRONZE. The color of this variety is orange bronze which is attractive under any light conditions. *Medium, large Pompon, Nov. 15.*

BRISTOLITE. This 1934 introduction is somewhat similar to November Bronze, but has a larger flower and is of stronger growing habit. Color, rich Indian yellow with deeper bronzy tones in the center. The flowers are $2\frac{1}{2}$ inches across, of fine, deep form and well spaced. Price, \$10.00 per 100, \$95.00 per 1000.

Medium, large Pompon, Nov. 20.

LEGAL TENDER. In color, a combination of bronze and gold which is most attractive. We consider this our best variety for mid-November and Thanksgiving cutting. A strong grower and very productive.

Medium, large Pompon, Nov. 20.

RED BEU. (Syn. RED WILCOX). Another Thanksgiving variety which is still very popular. Color, reddish bronze.

Short, large Pompon, Thanksgiving.

FRANK WILCOX (Syn. MRS. BEU). A golden bronze of special merit. Flowers 3 inches in diameter, are in bloom just right for Thanksgiving. A very popular variety.

Short, large, matures Thanksgiving.

Singles

Single Chrysanthemums are gaining in popularity each year and it is only with this class that the West Coast growers still have a foothold in the eastern markets. We are listing below a number of the choicest varieties in Single Chrysanthemums.

- ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted
- IDA SKIFF. A beautiful bronze variety similar to Bronze Buckingham but earlier and somewhat taller. *Short*, matures Nov. 1.
- MRS. WM. BUCKINGHAM. A large, flat flower of a lovely shade of rosy pink. Keeps well both off and on the plant. *Short*, matures Nov. 5.
- BRONZE BUCKINGHAM. This sport of Pink Buckingham is a duplicate of its parent in every respect except color, which is a warm, glowing bronze. Both Buckinghams are good for shading. *Short*, matures Nov. 5.
- RED ROVER. This variety is a marvelous crimson orange, with a deep golden center. It is a great improvement on Absolute which for years has been the leader in this particular color. When disbudded, the flowers reach a size of 6 inches. Price, \$8.00 per 100, \$75.00 per 1000.
Medium, matures Nov. 5.
- MENSA. One of the largest single whites. Produces freely on long, stiff stems. *Medium*, matures Nov. 10.
- GOLDEN MENSA. Identical with Mensa in every respect except color, which is a bright golden yellow. Doubtless one of the best single yellows for general purposes. *Medium*, Nov. 10.
- GRETCHEN PIPER. One of the earliest of all Singles, this variety is a deep glowing yellow and of graceful habit. *Medium*, matures Oct. 25.
- CHARTER OAK. A very good yellow for Thanksgiving; a fine grower and good producer. *Tall*, matures Nov. 25.
- HELEN HUBBARD. A well known red Single maturing just right for Thanksgiving. This variety has also been used for shading with good results. *Medium*, Thanksgiving.
- MRS. E. D. GODFREY. Color, a clear light pink. The Godfrey family in 8 distinct colors is extensively grown for Thanksgiving and December flowering. They make good sprays of well spaced flowers on long, wiry stems. All are similar in growing habits. Size of flowers approximately 2½ inches. *Medium* height, mature Thanksgiving and later.

In addition to this pink, we are offering four other choice colors.

CHRISTMAS CHEER (Red Godfrey) WHITE GODFREY
YELLOW GODFREY and BRONZE GODFREY

Anemone-flowered Varieties

With the introduction of Norma and Susanne Miller of the Anemone type, the demand for flowers of this new type of Chrysanthemum has increased considerably, adding to the type a well-earned popularity. They may be grown either disbudded or in sprays. The largest flowering are usually pinched when small and allowed to make four to six breaks, which are later disbudded.

ROOTED CUTTINGS: \$3.00 per 100, \$25.00 per 1000, except where noted

BLANCHE. Color, outer petals pure white with the center cream. A very attractive flower of splendid habit. The earliest real good Anemone. *Medium height*, matures Oct. 25.

BETTY ROSE. A beautiful shade of light dazzling pink with pinkish yellow cushion. *Medium height*, matures Oct. 25-30.

STOPLIGHT. A very striking Anemone, crimson terra cotta outer petals with a low, bright yellow cushion. *Medium height*, Nov. 5.

SMITH'S INNOCENCE. The outer petals consist of four rows which reflex slightly and are of purest glistening white. The cushion is somewhat convexed and creamy white. Disbudded flowers 6 inches in diameter. Price, \$12.00 per 100, \$100.00 per 1000. *Tall*, matures Nov. 5.

ORANGE GLOW. This is a brilliant shade of rich orange, with a deeper salmon yellow cushion. A beautiful color that will make the variety very popular when better known. Price, \$6.00 per 100, \$50.00 per 1000. *Medium*, Nov. 10.

NORMA. One of the best known and most extensively grown Anemones. Color, a delicate Orchid pink with a bronzy yellow cushion. Color is intensified if grown cool. It is a strong and rather tall grower. *Matures Nov. 15-30.*

SUSANNE MILLER. A sport from Norma and identical in every respect except color, which is a golden yellow. *Tall*, matures Nov. 15-30.

CRIMSON GLOW. A true crimson red Anemone, with cushion slightly tipped gold. Crown 8 to 10 blooms to a plant, the flowers attain a size of 4 inches across. Price, \$4.00 per 100, \$35.00 per 1000. *Medium height*, matures Nov. 25-30.

BEAUTIFUL LADY. A very striking variety with exceedingly prominent cushion, contrasting with the ray florets, which are a bright shade of pink. The cushion is creamy white. Disbudded flowers are 5 inches in diameter, with a 3-inch cushion. *Short*, matures Nov. 20.

ROLINDA. We consider this recent introduction one of the most attractive varieties ever produced. The color is a magnificent orange bronze and blooming just right for Thanksgiving, it is particularly valuable. Price, \$4.00 per 100, \$35.00 per 1000. *Medium height*, matures Nov. 20.

GARZA SUPREME. The latest flowering Anemone. Color pure white. Extensively grown and valuable for its lateness. *Short*, matures Dec.-Jan.

YELLOW GARZA SUPREME. Identical to the above in every respect except color, which is a rather light yellow. *Short*, matures Dec.-Jan.

Early-flowering Hardy Garden Varieties

Among all the late flowering garden subjects, Hardy Chrysanthemums unquestionably play an important part, but nevertheless are hardly enough appreciated. Still we feel, that were these charming, easily grown plants better known by the gardening public, they would rate second only to the Rose. Many of the recent introductions can be profitable to the Retail Grower, not only when sold as young plants in planting season, but also for cut flowers and outdoor display when in bloom.

We offer rooted cuttings and 2½ inch stock of twenty of the choicest varieties. A few worth-while oldtimers, but most of them recent introductions, greatly superior in every respect to older varieties.

POTTED, 2½-INCH STOCK AT \$2.50 per 100, over the price of ROOTED CUTTINGS

ALBERT MULLER. Our 1935 introduction. Color, apricot. Illustrated and described on page 16. Price, \$12.00 per 100. *Medium* height, Sept.-Oct.

EARLY BRONZE. Described on page 10. Price, \$3.00 per 100, \$25.00 per 1000. *Short*, matures Sept. 15.

ADELAIDE. Beautiful, rich mahogany blooms of fine form in early October. Price, \$3.00 per 100, \$25.00 per 1000. *Medium* height, Button type.

ALADDIN. A bronze of decorative type that has been highly praised. We find this variety partial to locality and growing conditions. Price, \$3.00 per 100, \$25.00 per 1000. *Short*, decorative type, August on.

PINK CUSHION (Syn. AMELIA). This old, but recently renamed variety created much interest at the Century of Progress Exhibition. The color is a very pleasing rose pink. Dwarf and spreading in growth and very hardy. A fine outdoor variety that makes an exceptionally good pot plant. Price, \$4.00 per 100, \$35.00 per 1000. *Short*, decorative, Sept.

BARBARA CUMMINGS. Very attractive, 3-inch flowers, clear yellow in color, shading to orange bronze center. Price, \$3.00 per 100, \$25.00 per 1000. *Medium*, decorative, Sept.

CAVALIER. This 1934 introduction is a single rich vermillion red that does not fade. It is free flowering and of robust, branching habit. Price, \$8.00 per 100, \$75.00 per 1000. *Tall*, single, Oct. 15.

CRIMSON SPLENDOR. A magnificent single variety producing masses of rich crimson maroon flowers with a prominent golden yellow center. Flowers 4 inches in diameter. Price, \$6.00 per 100, \$55.00 per 1000. *Medium*, single, Sept.

FRANCES WHITTLESEY. This variety makes a gorgeous showing with its perfect flowers of rich bronze and garnet. Very frost-resistant. Price, \$3.00 per 100, \$25.00 per 1000. *Short*, decorative, Sept. 30.

JEAN CUMMINGS. Undoubtedly the best hardy white variety to date. Large flowers of purest white, growth erect and wiry. Price, \$5.00 per 100, \$45.00 per 1000. *Short*, decorative, Sept.

HARDY GARDEN VARIETIES—*Continued*

JEAN TREADWAY. A very attractive, free flowering variety with coloring similar to Pink Dot. The color is a lovely sparkling pink, with a dark rose center. Price, \$6.00 per 100, \$55.00 per 1000.

Medium, decorative, Oct. 1-10.

OCTOBER GIRL. This most prolific flowering variety is of vigorous and branching habit. Flowers are semi-double, 2 inches across, and of a pleasing pink color. Price, \$3.00 per 100, \$25.00 per 1000.

Short, decorative, Oct. 1.

RUTH CUMMINGS. An old favorite of a charming rich reddish bronze with terra cotta shadings. Price, \$3.00 per 100, \$25.00 per 1000.

Medium, decorative, early Oct.

R. MARION HATTON. For mass color effect in the garden, there is hardly a variety comparable to this bright canary yellow. Price, \$5.00 per 100, \$45.00 per 1000.

Medium, decorative Pompon, Sept. 30.

GRENADIER. Single flowers 3 to 3½ inches across of a bright crimson red with shadings of bronze and a golden yellow center. Free flowering and a sturdy grower. Price, \$5.00 per 100, \$45.00 per 1000.

Medium, single, Oct. 5-10.

DAYBREAK. Large, single flowers, about 3 inches across, soft shell pink in color. Splendid for cutting. Price, \$5.00 per 100, \$45.00 per 1000.

Medium, single, Oct. 10.

JACK BANNISTER. Another very good yellow for early October. Price, \$3.00 per 100, \$25.00 per 1000.

Medium, decorative, Oct. 10.

RUTH HATTON. This attractive Pompon is a clear ivory white when fully open. A frost-resistant variety of vigorous growth. Price, \$3.00 per 100, \$25.00 per 1000.

Short, decorative Pompon, Oct. 10.

VIVID. A very striking and effective variety. Color, a rosy crimson or amaranth, which is a new shade in early varieties. Very vigorous and free flowering. Price, \$5.00 per 100, \$45.00 per 1000.

Medium, decorative, Oct. 1-10.

YELLOW GEM. Very neat and attractive, bright canary yellow of Button type. Growth is wiry but compact. Price, \$3.00 per 100, \$25.00 per 1000.

Short, Button, Oct. 5-10.

COLLECTION SPECIALS

To accommodate those who wish to try out a few of each variety, we have arranged the following trial offerings of rooted cuttings:

COLLECTION 1: EARLY BRONZE, BARBARA CUMMINGS, FRANCES WHITTLESEY, OCTOBER GIRL, RUTH CUMMINGS, JACK BANNISTER, CRIMSON SPLENDOR, RUTH HATTON, ALADDIN and VIVID. **Ten varieties, 12 of each variety, 120 for \$5.00; 25 of each, 250 for \$7.50.**

COLLECTION 2: ALBERT MULLER, PINK CUSHION, EARLY BRONZE, CRIMSON SPLENDOR, JEAN TREADWAY, DAYBREAK, GRENADIER, JEAN CUMMINGS, R. MARION HATTON and VIVID. **Ten varieties, 12 of each variety, 120 for \$8.00; 25 of each, 250 for \$12.00.**

Kalanchoe Blossfeldiana

This new, Winter-blooming pot plant needs no introduction. We know of no other pot plant novelty that has become a great favorite in such short time.

Before long, we will see it as one of our most important Christmas flowering plants. If you have not grown them yet, try some for January flowering and get familiar with their culture. Your customers will like them.

You will save time and money by starting with rooted cuttings or 2 inch stock. The cuttings form a veritable ball of roots and there is never any loss of plants after potting cuttings.

Rooted Cuttings of above variety, \$4.00 per 100, \$35.00 per 1000.

Plants from 2 1/4 inch pots, \$6.00 per 100, \$55.00 per 1000.



KALANCHOE

KALANCHOE BLOSSFELDIANA, var. "SELECTA." The improved type.

Earlier blooms, more flower heads and better, compact growth. Grown from Blossfeld seed. *Plants from 2 1/4 inch pots*, \$8.50 per 100, \$75.00 per 1000.

Buddleia Asiatica

The true white variety. *Well grown, 2 1/4 inch stock*, \$6.00 per 100, \$55.00 per 1000. Spring delivery.

Stevias

When you buy Stevia stock, you usually do not know what you will get. There are no named varieties. We have been lucky to get stock of a type that stands out, and which we grow for our critical New York market.

The flower heads are compact with double, pure white flowers. The growth is solid and stiff-stemmed, and strong enough to be shaded. Medium height.

If you can use the blooms early, it is possible to have them fully developed from early October on, by shading with black cloth. We will be glad to send you complete instructions if you wish.

Rooted Cuttings, \$2.00 per 100, \$15.00 per 1000



ALBERT MULLER
A NEW HARDY CHRYSANTHEMUM OF EXCEPTIONAL MERITS

Originated by a well-known Long Island gardener, after whom it has been named, this variety has already been tried out in gardens on Long Island and New Jersey, and has lived up to its promises completely. Having grown a large quantity of this variety, we know its merits, and are happy for the privilege of introducing Albert Muller to the trade.

The color is an entirely new shade, a lovely apricot which, as the bloom ages, is partly suffused a soft shade of pink. Well-formed, solid flowers, $2\frac{1}{2}$ inches in diameter, on strong stems. Small and hard foliage which remains remarkably clean throughout the season. Medium height. A free flowering variety, charming for garden display and good for cutting. Flowering late September into October.

Awarded: C. S. A. Certificate, First Class, Scoring 87 points. Certificate of Merit, New York Florists Club, scoring 89 points

Price: *Rooted Cuttings*

\$2.00 per dozen \$12.00 per 100 \$100.00 per 1000

Askenback Brothers, Inc.

Phone, PAssaic 3-0420

CLIFTON, NEW JERSEY